



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Bibb, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	41.5%	Population		21,579	22,011
Rural Bypasses	19.3%	Households		7,987	8,264
Salt of the Earth	9.5%	Families		5,948	6,101
Crossroads	7.1%	Median Age		36.6	37.9
Midland Crowd	6.1%	Median Household Income		\$36,909	\$41,208

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	48	\$1,293.97	\$10,334,932
Men's	48	\$236.00	\$1,884,948
Women's	45	\$426.98	\$3,410,320
Children's	58	\$240.12	\$1,917,868
Footwear	41	\$197.53	\$1,577,637
Watches & Jewelry	55	\$123.47	\$986,169
Apparel Products and Services <sup>1</sup>	55	\$69.86	\$557,990
<b>Computer</b>			
Computers and Hardware for Home Use	54	\$113.76	\$908,566
Software and Accessories for Home Use	50	\$14.52	\$115,977
<b>Entertainment &amp; Recreation</b>	63	\$2,356.79	\$18,823,663
<b>Fees and Admissions</b>	48	\$295.77	\$2,362,325
Membership Fees for Clubs <sup>2</sup>	51	\$83.87	\$669,899
Fees for Participant Sports, excl. Trips	46	\$52.55	\$419,729
Admission to Movie/Theatre/Opera/Ballet	46	\$69.02	\$551,236
Admission to Sporting Events, excl. Trips	50	\$30.50	\$243,632
Fees for Recreational Lessons	47	\$59.46	\$474,921
Dating Services	61	\$0.36	\$2,908
<b>TV/Video/Sound Equipment</b>	59	\$853.18	\$6,814,340
Community Antenna or Cable TV	65	\$477.46	\$3,813,480
Televisions	52	\$152.85	\$1,220,839
VCRs, Video Cameras, and DVD Players	62	\$20.50	\$163,705
Video Cassettes and DVDs	59	\$38.89	\$310,649
Video Game Hardware and Software	59	\$21.00	\$167,759
Satellite Dishes	78	\$0.87	\$6,984
Rental of Video Cassettes and DVDs	59	\$29.82	\$238,205
Streaming/Downloaded Video	42	\$0.34	\$2,719
Sound Equipment <sup>3</sup>	51	\$108.13	\$863,596
Rental and Repair of TV/Radio/Sound Equipment	57	\$3.31	\$26,404
Pets	76	\$334.06	\$2,668,145
Toys and Games	63	\$94.73	\$756,625
Recreational Vehicles and Fees <sup>4</sup>	92	\$403.97	\$3,226,493
Sports/Recreation/Exercise Equipment <sup>5</sup>	61	\$130.88	\$1,045,348
Photo Equipment and Supplies <sup>6</sup>	62	\$78.68	\$628,379
Reading <sup>7</sup>	58	\$165.52	\$1,322,008
<b>Food</b>	61	\$5,104.49	\$40,769,574
<b>Food at Home</b>	63	\$3,062.06	\$24,456,647
Bakery and Cereal Products	63	\$427.12	\$3,411,392
Meat, Poultry, Fish, and Eggs	64	\$778.81	\$6,220,357
Dairy Products	63	\$351.55	\$2,807,869
Fruit and Vegetables	58	\$479.69	\$3,831,248
Snacks and Other Food at Home <sup>8</sup>	64	\$1,024.89	\$8,185,781
<b>Food Away from Home</b>	60	\$2,042.43	\$16,312,927
Alcoholic Beverages	51	\$303.96	\$2,427,757
Nonalcoholic Beverages at Home	67	\$293.61	\$2,345,046



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<b>Financial</b>			
Investments	40	\$406.19	\$3,244,269
Vehicle Loans	72	\$4,160.51	\$33,229,984
<b>Health</b>			
Nonprescription Drugs	74	\$84.33	\$673,542
Prescription Drugs	75	\$424.07	\$3,387,074
Eyeglasses and Contact Lenses	67	\$51.83	\$413,964
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	54	\$4,944.51	\$39,491,763
Maintenance and Remodeling Services	52	\$1,085.00	\$8,665,900
Maintenance and Remodeling Materials <sup>10</sup>	79	\$328.62	\$2,624,666
Utilities, Fuel, and Public Services	67	\$3,053.11	\$24,385,212
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	57	\$79.56	\$635,431
Furniture	52	\$340.48	\$2,719,403
Floor Coverings	55	\$53.57	\$427,891
Major Appliances <sup>12</sup>	66	\$200.39	\$1,600,538
Housewares <sup>13</sup>	53	\$50.12	\$400,289
Small Appliances	64	\$22.45	\$179,304
Luggage	46	\$4.60	\$36,711
Telephones and Accessories	49	\$21.08	\$168,393
<b>Household Operations</b>			
Child Care	51	\$207.61	\$1,658,187
Lawn and Garden <sup>14</sup>	67	\$283.54	\$2,264,610
Moving/Storage/Freight Express	55	\$28.57	\$228,173
Housekeeping Supplies <sup>15</sup>	65	\$501.25	\$4,003,469
<b>Insurance</b>			
Owners and Renters Insurance	70	\$344.86	\$2,754,375
Vehicle Insurance	64	\$896.57	\$7,160,904
Life/Other Insurance	68	\$389.07	\$3,107,490
Health Insurance	68	\$1,388.93	\$11,093,409
Personal Care Products <sup>16</sup>	61	\$263.28	\$2,102,802
School Books and Supplies <sup>17</sup>	53	\$62.05	\$495,623
Smoking Products	77	\$349.16	\$2,788,733
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	67	\$3,478.75	\$27,784,800
Gasoline and Motor Oil	72	\$1,805.81	\$14,423,021
Vehicle Maintenance and Repairs	62	\$617.79	\$4,934,265
<b>Travel</b>			
Airline Fares	46	\$191.59	\$1,530,221
Lodging on Trips	55	\$235.51	\$1,881,045
Auto/Truck/Van Rental on Trips	44	\$17.10	\$136,605
Food and Drink on Trips	56	\$262.45	\$2,096,228

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.